Industry Insights: Deconstructing the Fundamentals of Sales

IDS4930 Spring 2021 Syllabus – 2 credits

<table>
<thead>
<tr>
<th>Instructors:</th>
<th>Dan O’Sullivan and Brittany Grubbs</th>
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<tbody>
<tr>
<td>Email:</td>
<td><a href="mailto:dosullivan@transperfect.com">dosullivan@transperfect.com</a>, <a href="mailto:brittanygrubbs@ufl.edu">brittanygrubbs@ufl.edu</a></td>
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<tr>
<td>CLASS DATES/TIMES:</td>
<td>Tuesdays/Thursdays, Period 4 (10:40am – 11:30am)</td>
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<td>OFFICE HOURS:</td>
<td>By Appointment Only – See Beyond120 website for calendar link</td>
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<td>CLASS MEETING:</td>
<td>100% Online All course assignments will be through Canvas</td>
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<td>OPTIONAL TEXTS:</td>
<td>How to Become a Rainmaker, Jeffrey Fox; The Magic of Thinking Big, David Schwartz; Eat that frog, Bryan Tracy; Yes, Noah Goldstein; Never split the difference, Chris Voss</td>
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Instructor Bios:

Dan O’Sullivan is the Senior Vice President at TransPerfect Global, the world’s largest provider of language and technology solutions for global business. He currently oversees TransPerfect’s sales and business development efforts in Europe, the Middle East, and Africa. Dan holds BA in History from Skidmore College and a MA in Latin American Studies from the University of Florida.

Brittany Grubbs is the Internships and Experiential Learning Coordinator for the UF College of Liberal Arts and Sciences. She oversees the internship, excursion, and mentoring efforts for the Beyond120 program. Brittany holds a BA in Telecommunications from the University of Central Florida and an MA in Mass Communications from the University of Florida.

Course Description:

This course will assist students to understand the structure, strategies, and successful elements of international business, particularly within the sales industry. Students will understand the process of communicating with clients/prospects, networking with other professionals, and developing skills necessary for business and sales. This course will also further refine the transferrable skills recommended for liberal arts majors as defined by the National Association of Colleges and Employers.

Course Objectives:
1. To develop a basic understanding of company structure and strategies.
2. To understand various business and sales roles, and how these come together in an organization.
3. To successfully demonstrate how to craft impactful sales emails, call scripts, and sales calls.
4. To reflect on the relationship between international business, sales, and the liberal arts and sciences.
5. To understand how to research prospective clients and define value props.
6. To understand, apply, and reinforce the eight career readiness competencies as defined by NACE. See the description of the NACE competencies below.

Course Materials:

Readings will be provided by the instructor and housed on Canvas.

Course Assignments:

- Virtual Attendance/Participation - 20%
- Prospect Research Report - 10%
- Email Script - 15%
- Call Script - 15%
- Final Client Call – 15%
- Discussion-Based Reflections/Assignments - 25%

Course Overview:

(Week One) January 12: Introduction to instructors, overview of sales within an International Business Context. Get an introduction of the syllabus, meet Dan O’Sullivan, and get a brief overview of how sales and business relate to students majoring in the liberal arts and sciences.

(Week One) January 14: Overview of the Semester. Review the various roles standard to the sales industry and the types of skills that are relevant to a sales and business role.

Career Readiness Skills Applied: Career Management

(Week Two) January 19: Overview of the Corporate Structure. Review the structural commonalities of international businesses. What are the various departments, and how do they work together?

Career Readiness Skills Applied: Career Management

(Week Two) January 21: Corporate Strategy. How do businesses and sales departments function? Learn about the process of creating goals, strategies, and tactics.

Career Readiness Skills Applied: Career Management, Critical Thinking/Problem Solving
(Week Three) **January 26: Human Psychology 101.** Learn about professional communications and determining the motivations and intentions behind selling and understanding your clients’ decisions.

**Career Readiness Skills Applied:** Critical Thinking/Problem Solving, Oral/Written Communications

(Week Three) **January 28: Researching a Prospect**  Learn how to use publicly available information to research the interests and goals of a prospect in order to design messaging that aligns with them.

**Career Readiness Skills Applied:** Digital Technology, Critical Thinking/Problem Solving

(Week Four) **February 2: Business Communication 101.** Learn how to communicate with busy executives in a way that is likely to maximize impact and response rates.

**Career Readiness Skills Applied:** Critical Thinking/Problem Solving, Oral/Written Communications

(Week Four) **February 4: Designing Value Prop.** Learn how to identify goals and challenges of a prospect and to design communications that address those goals/challenges in a measurable way.

**Career Readiness Skills Applied:** Career Management, Critical Thinking/Problem Solving

(Week Five) **February 9: Beyond120 Value Prop** Learn how to break down the goals and values of Beyond120 to be able to match them to the goals/values of your prospect.

**Career Readiness Skills Applied:** Critical Thinking/Problem Solving, Global/Intercultural Fluency

(Week Five) **February 11: Designing an Email** Learn how to articulate your value prop in an email to get interest and engagement from your prospect.

**Career Readiness Skills Applied:** Oral/Written Communications, Critical Thinking/Problem Solving

(Week Six) **February 16: Scrimmage Email** During this session, we will review student written emails and discuss how they can be improved as a group.

**Career Readiness Skills Applied:** Teamwork/Collaboration, Oral/Written Communications

(Week Six) **February 18: Scrimmage Email** During this session, we will review student written emails and discuss how they can be improved as a group.

**Career Readiness Skills Applied:** Teamwork/Collaboration, Oral/Written Communications
(Week Seven) **February 23: Guest Speaker Presentation: Phil Shawe ‘Sales 101’** Learn from the CEO of TransPerfect (a $840M company) about how sales has driven 28 years of profitable growth and key insights on effective sales techniques.

**Career Readiness Skills Applied:** Leadership, Career Management

(Week Seven) **February 25: Guest Speaker Reflection: Phil Shawe ‘Sales 101’** Students will be given an opportunity to ask any questions on the content presented in Phil’s session, as well as any general questions about starting and building a successful business.

**Career Readiness Skills Applied:** Leadership, Career Management

(Week Eight) **March 2: Prepping a Call Script: Intro and Value Prop** Learn how to take the training on value prop design and apply that to make a successful cold call.

**Career Readiness Skills Applied:** Critical Thinking/Problem Solving, Oral/Written Communications

(Week Eight) **March 4: Prepping a Call Script: Questions and Listening** Learn about how to design a compelling intro to your call and to prepare relevant questions to guide the conversation and how to actively listen.

**Career Readiness Skills Applied:** Critical Thinking/Problem Solving, Oral/Written Communications

(Week Nine) **March 9: Scrimmage Calls** During this session, students will pair up to role play making a call based on their script, with opposing student acting as prospect and then changing roles. The scrimmages will be done in front of the group to allow everyone to provide feedback and suggested improvements.

**Career Readiness Skills Applied:** Teamwork/Collaboration, Oral/Written Communications

(Week Nine) **March 11: Scrimmage Calls** During this session, students will pair up to role play making a call based on their script, with opposing student acting as prospect and then changing roles. The scrimmages will be done in front of the group to allow everyone to provide feedback and suggested improvements.

**Career Readiness Skills Applied:** Teamwork/Collaboration, Oral/Written Communications

(Week Ten) **March 16: Live Calls, Part One** During this session, we will listen as a group to recorded live calls between students and prospects and deconstruct what went well and areas for improvement.

**Career Readiness Skills Applied:** Oral/Written Communications, Professionalism/Work Ethic
**March 18: Live Calls, Part Two** During this session, we will listen as a group to recorded live calls between students and prospects and deconstruct what went well and areas for improvement.  

**Career Readiness Skills Applied:** Oral/Written Communications, Professionalism/Work Ethic

**March 23: Live Calls, Part Three** During this session, we will listen as a group to recorded live calls between students and prospects and deconstruct what went well and areas for improvement.  

**Career Readiness Skills Applied:** Oral/Written Communications, Professionalism/Work Ethic

**March 25: Live Calls, Part Four** During this session, we will listen as a group to recorded live calls between students and prospects and deconstruct what went well and areas for improvement.  

**Career Readiness Skills Applied:** Oral/Written Communications, Professionalism/Work Ethic

**March 30: Live Calls, Part Five** During this session, we will listen as a group to recorded live calls between students and prospects and deconstruct what went well and areas for improvement.  

**Career Readiness Skills Applied:** Oral/Written Communications, Professionalism/Work Ethic

**April 1: Live Calls, Part Six** During this session, we will listen as a group to recorded live calls between students and prospects and deconstruct what went well and areas for improvement.  

**Career Readiness Skills Applied:** Oral/Written Communications, Professionalism/Work Ethic

**April 6: Guest Speaker Presentation: Sales Trends of the Future** Learn about current trends in the sales industry, key technology developments and how careers in sales are likely to evolve in the coming decade.  

**Career Readiness Skills Applied:** Leadership, Career Management

**April 8: Guest Speaker Reflection: Sales Trends of the Future** Students will be given an opportunity to ask any questions on the content presented in this session, as well as any general questions about future trends.  

**Career Readiness Skills Applied:** Leadership, Career Management
(Week Fourteen) **April 13: Networking**  Learn about what strategies students could be implementing today to build a strong network to assist in transitioning successfully into the workforce post-graduation.

**Career Readiness Skills Applied:** Professionalism/Work Ethic, Career Management

(Week Fourteen) **April 15: Next Steps**  Learn how to take the content presented in the course and incorporate it into your career planning post-graduation.

**Career Readiness Skills Applied:** Professionalism/Work Ethic, Career Management

(Week Fifteen) **April 20: Wrapping it Up, Looking to the Future**  This will be a final QA session to review any final topics.

**Disclaimer: Active Research taking Place**

This *Industry Insights* course is the first in a series of Beyond120 courses aimed at educating and exposing undergraduate students to various professional industries. Please be advised that by enrolling in this course, your weekly reflections and any focus group participation will be used for research purposes. All information gathered will only be used to improve coursework for the future. To ensure as much confidentiality as possible, all focus group data will remain anonymous and the instructors for this course will not have any access to responses until after the conclusion of the course. **Students will never be penalized for any feedback or comments.** All data gathered through weekly reflections will remain anonymous following the conclusion of the semester.

**Extra Credit:**

There will be a few extra credit opportunities offered. Extra credit opportunities will be posted/mentioned in class closer to each opportunity.

**Late Assignments:**

The goal of this course is for you to develop skills, and that development is more important than deadlines or grades. However, submitting work by the posted deadline is crucial. Late work will be accepted up to ONE WEEK after the deadline but will automatically be assessed one full letter grade deduction. As always, please speak to me if extenuating circumstances impact your ability to submit your work in a timely fashion.

**Video/Audio Recording:**

Our class sessions will be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. By enrolling in this course, you are agreeing to be recorded with your camera and microphone ON.
The chat feature will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

NACE Career Readiness ([as written on the NACE website](https://www.nace.org/about-nace/industry-insights/what-is-career-readiness))

The National Association of Colleges and Employers, through a task force of college career services and HR/staffing professionals, has developed a definition, based on extensive research among employers, and identified eight competencies associated with career readiness. (Details about the research are available [here](https://www.nace.org/about-nace/industry-insights/what-is-career-readiness).)

These competencies are:

- **Critical Thinking/Problem Solving**: Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.

- **Oral/Written Communications**: Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.

- **Teamwork/Collaboration**: Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.

- **Digital Technology**: Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.

- **Leadership**: Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.

- **Professionalism/Work Ethic**: Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.

- **Career Management**: Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.

- **Global/Intercultural Fluency**: Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates, openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals’ differences.
**Honor Policy:**

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Honor Code](https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/) (Links to an external site.). Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

**Notes for Students with Disabilities:**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

**Grading Policies and Grade Points:**

Please refer to the UF Catalog for information on grading and GPA: [https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/](https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/) (Links to an external site.)

**Grading Scale:**

- A 94-100%
- A- 90-93%
- B+ 87-89%
- B 84-86%
- B- 80-83%
- C+ 77-79%
- C 74-76%
- C- 70-73%
- D+ 67-69%
D  64-66%

D-  60-63%

E  0-59%

Course Evaluations:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at [http://evaluations.ufl.edu](http://evaluations.ufl.edu) (Links to an external site.) (Links to an external site.). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at [https://evaluations.ufl.edu/results/](https://evaluations.ufl.edu/results/)